

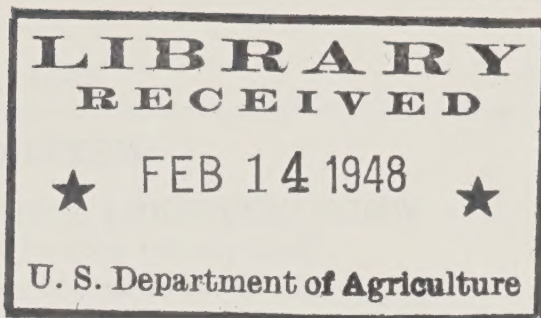
## **Historic, Archive Document**

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*Chrysanthemum*  
ROOTED CUTTINGS

*Price List for 1949*



GENEVA FLORAL CO.

*P. O. Box 173, GENEVA, N. Y.*

FARM, GREENHOUSES AND OFFICE

*Border City, E. North St., just outside Geneva*



## INSTRUCTIONS FOR ORDERING

### WHEN ORDERING:

Each variety ordered must be in multiples of 25.

Minimum order 100 cuttings.

### PRICES: When 100 or more of a variety is ordered of the

Unmarked Varieties.....\$4.00 per 100

Varieties marked with (†)..... 4.50 per 100

Varieties marked with (\*)..... 5.00 per 100

When ordering 50 or 75 of a variety add 1c per cutting.

When ordering 25 of a variety add 2c per cutting.

### DISCOUNTS: 5% Discount for all CASH WITH ORDER orders.

2% Discount if Charge Orders are paid WITHIN 10 DAYS from date of Invoice.

**TERMS:** ALL CHARGE ORDERS will become due in 30 days from date of Invoice. Cash to all customers without established credit—at least 50% of the amount must be enclosed with your order if you want us to send it C.O.D. This part payment is necessary because of the perishable nature of the cuttings. If the shipment is refused for any reason it is usually a total loss.

**DELIVERY:** All shipments will be made by Express collect. F.O.B. Geneva, N. Y. They are automatically insured.

**CLAIMS FOR DAMAGE:** If plants are damaged upon arrival, NOTIFY YOUR EXPRESS AGENT IMMEDIATELY. Get a BAD ORDER REPORT made out and signed by him. If this is done, your claim will receive prompt attention. You may file the claim direct, or if you prefer, mail us the bad order report, invoice and express receipt, and we will file claim for you. Our packing is all done by men of experience who have done it for years and any trouble must be settled with the carrier. However, we will do all we can to assist you.

**NO GUARANTEE:** While we use every possible care to have all varieties properly labeled and true to name, we give no warranty expressed or implied, also we cannot guarantee a crop as growing depends entirely upon the grower.

**CANCELLATION:** Must reach our office before shipment has been made. However, if all or any part of your order has been shipped, we can cancel the UNSHIPPED PORTION only.

**CARE OF CUTTINGS WHEN RECEIVED:** We pack rather dry purposely to avoid rot. If your cuttings seem wilted remove wrappers and dip them tops and all in cool water and set the roots loosely in a flat of damp moss for a few hours, or over night, out of doors in the shade or under a cool bench where the wind does not blow on them. If you do this you will find they will revive 100% and then are ready to pot or transplant. **NEVER POT A WILTY PLANT.** You may need to shade some according to the weather. A little wilting after potting will not harm and a light syringing occasionally will help very much. If cuttings are crisp the morning after 24 hours from potting this shows they are taking water and your danger from shipping is over.

Orders accepted will be subject to the above terms.

**WE GROW OUR OWN**



## POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—Small; Int.—Intermediate; L—Large.  
Types are abbreviated as follows: Pom.—Pompon; Dec.—Decorative;  
Sgl.—Single; Anem.—Anemone.

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

D—Indicates varieties most suitable for disbudding.

## YELLOW

Name and Description	Size and Type	Pinching Date	Ma- tures
S Yellow Irene. Light lemon yellow...	Short, S. Pom.	July 8	Oct. 15
S Rodell Improved. Light lemon yellow	Short, Int. Pom.	July 8	Oct. 20
S Golden Spray. Deep lemon yellow...	Med., Int. Pom.	July 12	Oct. 23
S*Gold Coast. Deep lemon yellow....	S. Pom.	July 14	Oct. 25
S Yellow Dot. Yellow, bronze center...	Med., Int. Pom.	July 12	Oct. 25
S Yellow Arcadia. Pernet Yellow....	Med., Int. Pom.	July 16	Oct. 28
S†Yellow Daisy. Deep lemon yellow...	Med., Int. Sgl.	July 16	Nov. 1
SD Mary Lennon Hall. Lemon yellow...	Tall, Int. Pom.	July 16	Nov. 1
D Yellow Sea Gull. Light lemon yellow.	Tall, Int. Pom.	July 16	Nov. 1
Barcarole. Golden yellow.....	Int. Pom.	July 20	Nov. 5
S Nuggets. Light lemon yellow.....	Short, S. Pom.	July 19	Nov. 5
S†Yellow Bushnell. Pernet yellow....	Tall, Int. Pom.	July 20	Nov. 8
Pixie. Deep golden yellow.....	Med., S. Pom.	July 19	Nov. 10
SPD Yellow Beauty. Golden yellow....	L. Pom.	July 19	Nov. 10
S†Princeton. Orange yellow.....	Med., Int. Dec.	July 22	Nov. 15
SD†Yellow Fellow. Deep lemon yellow...	Med., Int. Dec.	July 22	Nov. 15
SD Susanne Miller. Buff yellow.....	Tall, L. Anem.	July 25	Nov. 18
D Yellow Rolinda. Light buff yellow...	Med., Int. Anem.	July 25	Nov. 23
D†Goldsmith. Golden yellow.....	Med., Int. Dec.	July 28	Nov. 25
Sunnyside. Golden yellow.....	Med., Int. Pom.	July 28	Nov. 25
D Yellow Supreme. Buff yellow.....	Med., L. Anem.	Aug. 2	Dec. 10
*December Gold. Deep golden yellow.	Med., Int. Dec.	Aug. 4	Dec. 15
*Yellow Garza Supreme. Lemon yellow	Short, Int. Anem.	Aug. 7	Dec. 15
†Vibrant. Deep lemon yellow.....	Med., Int. Dec.	Aug. 7	Dec. 20
Yellow Snow. Deep lemon yellow...	Med., Int. Pom.	Aug. 7	Dec. 30

†\*See prices inside front cover



WHITE

Name and Description	Size and Type	Pinching Date	Ma- tures
SD Silver Ball.....	Med., L. Pom.	July 8	Oct. 15
S Irene.....	Short, S. Pom.	July 8	Oct. 15
P*Granite State.....	L. Pom.	July 12	Oct. 25
S Arcadia.....	Med., Int. Pom.	July 16	Oct. 28
SD Sea Gull. Cream white.....	Tall, Int. Pom.	July 16	Nov. 1
SD White Doty. Ivory white.....	Med., L. Pom.	July 16	Nov. 1
D†White Anemone.....	Tall, Int. Anem.	July 19	Nov. 5
SD White Mensa. Ivory white.....	Med. Int. Sgl.	July 20	Nov. 10
SPD Little America.....	Med., Int. Anem.	July 19	Nov. 10
SPD Richard Mandel.....	L. Pom.	July 19	Nov. 10
D White Norma. White suffused with pk	Tall, L. Anem.	July 25	Nov. 18
Seafoam.....	Med., Int. Pom.	July 24	Nov. 20
*Priscilla.....	Int. Pom.	July 24	Nov. 23
P Cordova. Cream white.....	Med., Int. Dec.	July 28	Nov. 30
D White Supreme.....	Med., L. Anem.	Aug. 2	Dec. 10
*Garza Supreme.....	Short, Int. Anem.	Aug. 7	Dec. 15
Snow. Ivory white.....	Med., Int. Pom.	Aug. 7	Dec. 30
Revelation.....	Med., Int. Pom.	Aug. 10	Dec. 30

BRONZE AND RED

Roman Bronze.....	Tall, Int. Pom.	July 12	Oct. 20
S†Adelaide. Dark reddish bronze.....	Med., S. Pom.	July 12	Oct. 23
SD†Jemima. Dark reddish bronze.....	Med., Int. Pom.	July 12	Oct. 23
S†Firebird. Dark reddish bronze.....	Med., Int. Dec.	July 12	Oct. 25
*October Bronze. Light bronze.....	Med., Int. Sgl.	July 16	Oct. 28
†Cassandra. Orange bronze.....	Med., Int. Pom.	July 19	Nov. 5
S*Red Daisy. Deep red.....	Med., Int. Sgl.	July 19	Nov. 5
D The Titan. Scarlet crimson.....	Med., L. Anem.	July 19	Nov. 10
SD Bronze Masterpiece. Rosewood bronze	Med., Int. Pom.	July 22	Nov. 15
S†Red Princeton. Brazil red.....	Med., Int. Dec.	July 22	Nov. 15

†\*See prices inside front cover



## BRONZE AND RED—Con't.

Name and Description	Size and Type	Pinching Date	Ma- tures
Catherine. Light reddish bronze.....	Med., Int. Dec.	July 25	Nov. 20
Legal Tender. Bronze and gold.....	Med., Int. Dec.	July 25	Nov. 20
D†Bronze Goldsmith. Mars orange.....	Med., Int. Dec.	July 28	Nov. 25
*Dorothy Turner. Deep reddish bronze	Med., Int. Pom.	July 28	Nov. 25
Yolanda. Light orange bronze.....	Med., S. Anem.	July 28	Nov. 25
S*Debonair. Crimson red.....	L. Pom.	Aug. 1	Dec. 10
D Bronze Supreme. Light bronze.....	Med., L. Anem.	Aug. 2	Dec. 10

## PINK

S Jewell. Lavender.....	Med., S. Pom.	July 8	Oct. 15
S Dark Pink Jewell. Deep lavender...	Med., S. Pom.	July 8	Oct. 15
S Capt. Cook. Deep rose pink.....	Tall, Int. Pom.	July 12	Oct. 23
S Jessie. Light lavender.....	Med., Int. Pom.	July 12	Oct. 25
S Pink Dot. Light pink.....	Med., Int. Pom.	July 12	Oct. 25
S*October Pink. Light lavender.....	Med., Int. Sgl.	July 16	Oct. 28
SD Lillian Doty. Light rose pink.....	Med., L. Pom.	July 16	Nov. 1
SPD Thyra. Lavender.....	Med., L. Pom.	July 19	Nov. 10
SPD Queen of Pinks. Lavender.....	L. Pom.	July 19	Nov. 10
SPD Masterpiece. Tourmaline pink.....	Med., Int. Pom.	July 22	Nov. 15
Orchid Beauty. Orchid golden cushion	Med., Int. Anem.	July 22	Nov. 15
SD Freida. Light lavender, yellow cush.	Med., L. Anem.	July 22	Nov. 15
SD Norma. Pink petals, salmon cushion	Tall, L. Anem.	July 25	Nov. 18
SD Dark Pink Norma. Deep lavender....	Tall, L. Anem.	July 25	Nov. 18
Usona. Lavender.....	Med., Int. Pom.	July 28	Nov. 25
PD Beautiful Lady. Deep lavender.....	Short, L. Anem.	July 28	Nov. 25
D Valencia. Orchid pink.....	Tall, L. Sgl.	July 28	Nov. 28
D†Dark Pink Valencia. Orchid pink....	Tall, Int. Sgl.	July 28	Nov. 28
D Enchantress. Deep pink.....	Med., L. Anem.	Aug. 1	Dec. 5
D Dark Pink Supreme. Lavender.....	Med., L. Anem.	Aug. 2	Dec. 10
Pink Treasure Island. Light lavender	Med., Int. Dec.	Aug. 7	Dec. 20

†\*See prices inside front cover



## LARGE FLOWERING COMMERCIAL VARIETIES

## Note

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

Name and Description	Size and Type	Pinching Date	Ma- tures
Smith's Early White.....	Int. Semi-Inc.	July 4	Oct. 5
S Silver Sheen.....	Int. Inc.	July 12	Oct. 20
†Ambassador. Cream white.....	L. Inc.	July 12	Oct. 23
S†Albatross.....	L. Inc.	July 16	Nov. 1
S Betsy Ross. Ivory white.....	L. Inc.	July 16	Nov. 1
*William Turner. White.....	L. Inc.	July 19	Nov. 5
S†Indianapolis White.....	Int. Inc.	July 19	Nov. 8
Monument. Ivory white.....	L. Inc.	July 22	Nov. 15
SP Marketeer.....	Int. Semi-Inc.	July 25	Nov. 18
S†Mefo. Ivory white.....	L. Inc.	July 25	Nov. 20
Chattanooga.....	L. Inc.	July 28	Nov. 25
December Glory Large. Ivory white.	Int. Inc.	July 31	Dec. 1
White Mistletoe.....	Int. Inc.	Aug. 2	Dec. 10
P*Smith's Late White. Ivory white....	Int. Semi-Inc.	Aug. 4	Dec. 15

## PINK

S†Pink Chief. Lavender.....	Int. Inc.	July 8	Oct. 15
SP Justrite. Light rose pink.....	S. Inc.	July 8	Oct. 15
†Major Ed. Bowes. Deep lavender...	Int. Inc.	July 12	Oct. 20
S†Indianapolis Pink. Deep lavender...	Int. Inc.	July 19	Nov. 8
S*Orchid Queen. Orchid pink.....	L. Inc.	July 19	Nov. 10
S Dark Pink Orchid Queen. Mauve pink	L. Inc.	July 19	Nov. 10
(\$6.00 per 100)			
P†Helen Frick. Rose pink.....	Int. Inc.	July 28	Nov. 23
Edwin Seidwitz. Lavender.....	Int. Inc.	July 28	Nov. 25

†\*See prices inside front cover



## YELLOW

Name and Description	Size and Type	Pinching Date	Ma- tures
P Gold Lode. Light golden yellow.....	Int. Ref.	July 4	Oct. 5
SP Mrs. H. E. Kidder. Deep lemon yel.	L. Inc.	July 12	Oct. 20
†Yellow Ambassador. Light lemon yel.	L. Inc.	July 12	Oct. 23
SP†Blazing Gold. Deep golden yellow....	Int. Inc.	July 12	Oct. 25
S Sunglow. Golden yellow.....	L. Inc.	July 12	Oct. 25
S†Good News. Deep lemon yellow.....	Int. Inc.	July 16	Nov. 1
*Yellow Turner. Light yellow.....	L. Inc.	July 19	Nov. 5
S†Indianapolis Yellow. Lemon yellow..	Int. Inc.	July 19	Nov. 8
P Cardonia. Deep golden yellow.....	Int. Inc.	July 19	Nov. 10
P*Imp. Honey Dew. Lemon yellow....	Int. Inc.	July 22	Nov. 15
Yellow Monument. Light lemon yel.	L. Inc.	July 22	Nov. 15
S†Yellow Mefo. Lemon yellow.....	L. Inc.	July 25	Nov. 20
P Friendly Rival. Deep chrome yellow.	L. Inc.	July 25	Nov. 23
Marie DePetrus. Deep golden yellow.	L. Inc.	July 25	Nov. 23
P Sungold. Lemon yellow.....	Int. Semi-Inc.	July 28	Nov. 25
S Golden Pearson. Light golden yellow	Int. Inc.	July 28	Nov. 25
Improved Yellow Chattanooga.....	L. Inc.	July 28	Nov. 25
Golden Mrs. Ross. Golden yellow...	L. Inc.	July 31	Dec. 3
P*Improved Tobin's Late Yellow.....	Int. Semi-Inc.	Aug. 4	Dec. 15

## BRONZE AND RED

S†Indianola. Light reddish bronze.....	Int. Semi-Inc.	July 8	Oct. 15
S†Hilda Bergen. Dark reddish bronze..	S. Inc.	July 8	Oct. 20
S†Detroit News. Reddish bronze.....	Int. Inc.	July 16	Nov. 1
S†Indianapolis Bronze. Buff bronze....	Int. Inc.	July 19	Nov. 8
S*Mrs. Roy. Crimson.....	Int. Inc.	July 24	Nov. 15
*Garnet King. Dark red.....	Int. Ref.	July 25	Nov. 18
Gladys Pearson. Light buff bronze...	Int. Inc.	July 28	Nov. 25
Oak Leaf. Reddish bronze.....	Int. Inc.	July 28	Nov. 25

†\*See prices inside front cover.

FOLLOW  
YOUR  
MUMS  
WITH  
SNAPS

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*Write for Our List*

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